

# SHEAFFER'S

OCTOBER 1933

## STANDARD LINE

of

## DESK SETS

Sheaffer, creator of the desk set idea, offers a compact line of staple desk set numbers to be known as the **STANDARD LINE**. Sales figures of many desk set numbers have been checked and the selection of numbers in the **STANDARD LINE**, therefore, represents the most popular, fastest selling sets.

All Sheaffer desk sets are now equipped with the new **SAFETY SEAL** socket that assures instant writing service from your desk set.

The scientific design of this new socket keeps the pen moist for a quick writing start. Place the pen in the socket any way you wish,—it is impossible for the point to rest against the side of the socket. The construction is of an entirely new material, costing considerably more than that formerly used. This new material does not absorb writing fluid and tested in the driest climates, the desk pen does not dry out with ordinary usage.

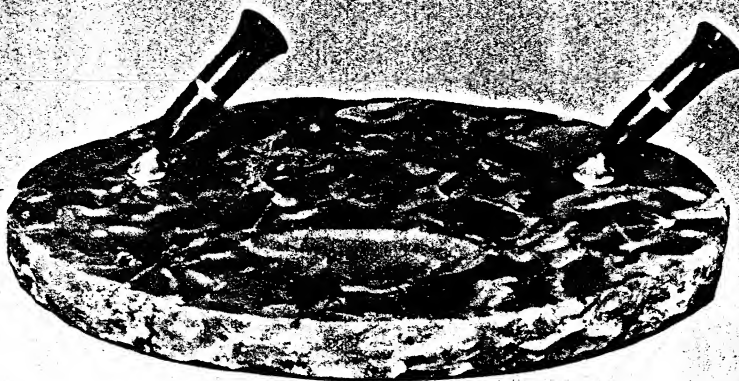
Sheaffer's **Universal Socket** joint swings the pen to ready-writing position—an angle of  $45^{\circ}$ —for use on your desk. Or it snaps it flat for stowing in a drawer. Reach for your pen without looking, write with it without first having to shake it. Only Sheaffer's gives this time-saving "reach and write" desk set service. **W.A. Sheaffer Pen Co., Fort Madison, Iowa, U. S. A.**

**File this folder for future reference**

**SERVICEABLE — BEAT**

Every dealer should have one desk lamp on his showcase merchandise within the case makes it possible to demonstrate time of sale under a good light itself is on display and can be used in any circumstances. It has already been used by many people. It is only 9 1/4 inches high and can be placed on a desk with The base is black Carrara Marble and is regularly equipped with TOUCH Lifetime Desk Fountain Pen.

- No. Code  
22 BUBUD Double, Oval base, Brazilian Onyx, size 10 x 7 ins. rough edge. List \$24.00
- 22 BUBOD Same, in Marble. List \$22.00
- 22 BUBID Same, in Mexican Onyx. List \$22.00
- 20 BUBYB Single, Oval Brazilian Onyx base, size 10 x 7, rough edge. List \$22.00

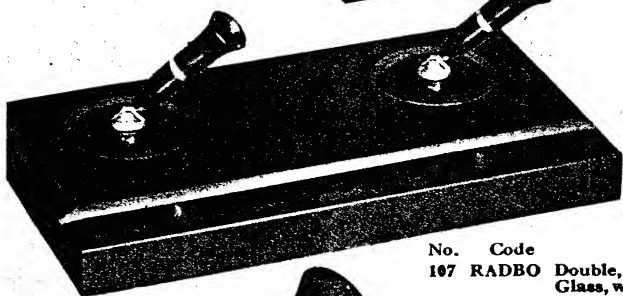
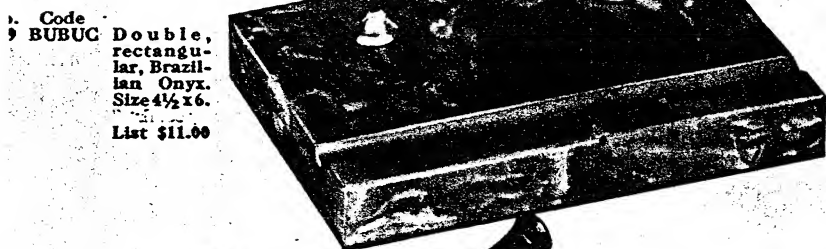


- No. Code  
720 BUBUB Single, Oval Marble base, size 10 x 7, rough edge. List..... \$20.00
- No. Code  
220 BUBOB Same, in Mexican Onyx. List..... \$20.00



- No. Code  
725 BUBAF Double Rectangular base in Marble, size 8 x 14 inches. List \$30.00
- 525 BUBEF Same, in Brazilian Onyx. List \$34.00
- 225 BUBYD Same, in Mexican Onyx. List \$30.00

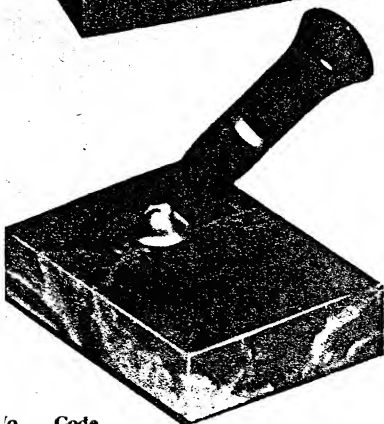
- No. Code  
9 BUBUC Double, rectangular, Brazilian Onyx. Size 4 1/2 x 6. List \$11.00



- No. Code  
107 RADBO Double, Jet Glass, with pin scoop and pencil groove. Size 9 1/2 x 5 1/2. List \$14.00



- No. Code  
223 BUBAC Single, Oval base with small scoop, Mexican Onyx, size 4 1/2 x 7. List \$10.00
- 523 BUBEC Same in Brazilian Onyx. List..... \$12.00
- 123 BOCAF Same in Jet Glass. List..... \$10.00



- No. Code  
01 BUBIB Single, Brazilian Onyx base, size 2 1/2 x 3. List..... \$3.50
- 01 BUBAB Same, Mexican Onyx. List..... \$3.00
- 01 BUBEB Same, Marble. List..... \$3.00
- 00 RASBA Same, Jet Glass. List..... \$4.00
- 01 CLASU Same, Clear Glass. List..... \$2.50

- No. Code  
816 SIMBO Single, Brazilian Onyx and Italian Marble, with large scoop. Size 3 x 4. List..... \$5.00

- No. Code  
105 RASBI Single, Jet Glass, with pencil groove, size 7 x 5 1/2. List..... \$7.00



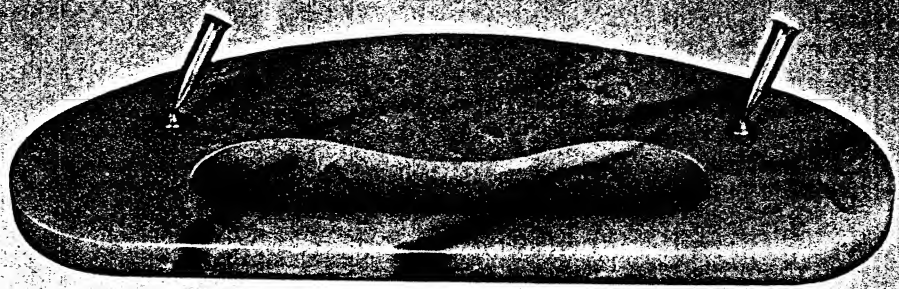
- No. Code  
325 MELPY Double Desk Lamp. Equipped with SLD pencil and 74D Lifetime pen. List \$35.00



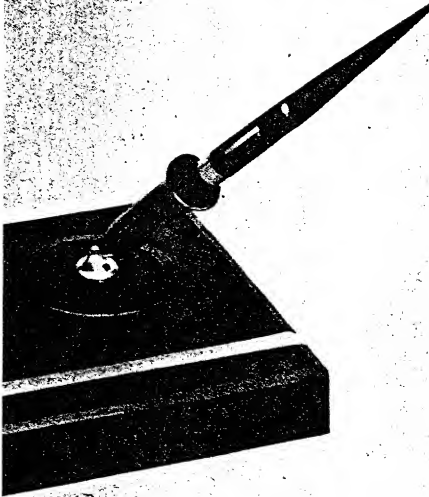
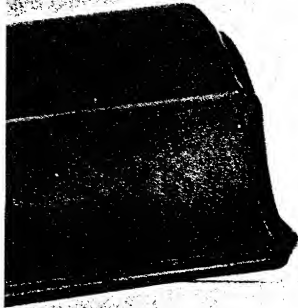
- No. Code  
906 MEBES Single metal decor design. List.....
- 916 MERPO Same. List.....

# UL—ENDURING

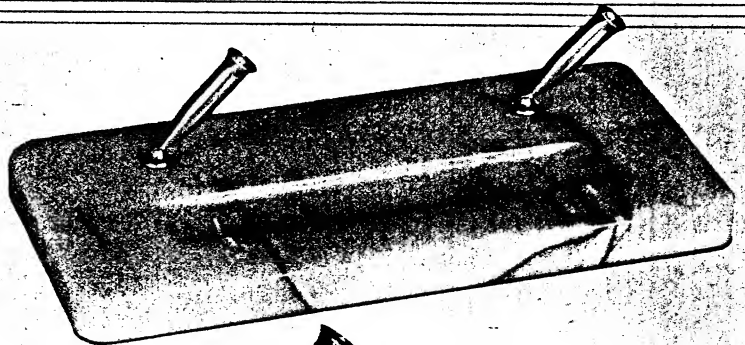
These beautiful jet black lighted, it displays the best advantage of pens and pencils at the same time. In addition, the lamp stands readily in many instances in choice of thousands of styles, low enough so that it does not obstruct the vision. Size  $5\frac{3}{8} \times 9\frac{11}{16} \times \frac{7}{8}$  inches. Holds pencil and FEATHER-PEN.



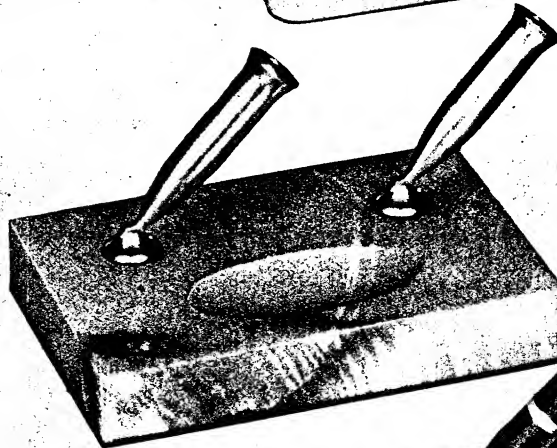
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|-----|-------|---|
| No. | Code  |   |
| 227 | BUBIF | Double, Mexican Onyx, large, half oval style, with kidney scoop. Size 8 x 17 ins. List..... \$44.00 |
| 527 | BUBUF | Same, Brazilian Onyx. List..... 50.00   |
| 727 | BUBOF | Same, Marble. List..... 44.00   |



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|-----|-------|--|
| No. | Code  |  |
| 219 | BUBYC | Double, Mexican Onyx, rectangular with large scoop. Size 6 x 12. List..... \$24.00 |
| 719 | BUBAD | Same, Marble. List.... 24.00   |
| 519 | BUBED | Same, Brazilian Onyx. List..... 27.00  |

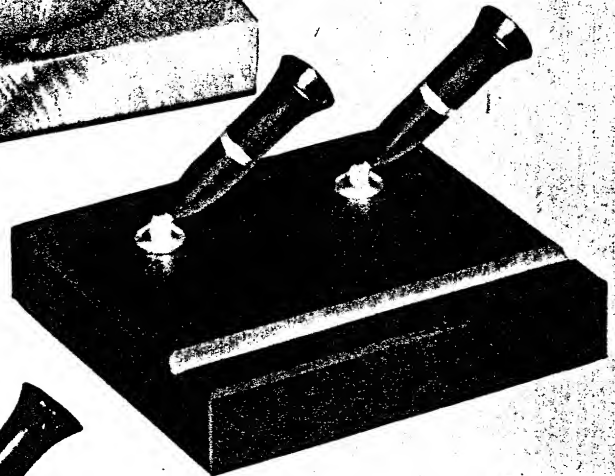


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|-----|-------|---|
| No. | Code  |   |
| 204 | BUBIC | Double, Mexican Onyx, size $3\frac{1}{2} \times 5$ . List..... \$6.00 |
| 704 | BUBOC | Same, Marble. List..... \$6.00  |

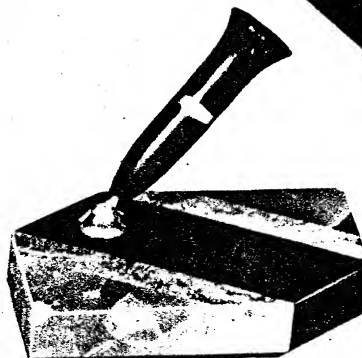


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|-----|-------|---|
| No. | Code  |   |
| 326 | MELPU | Single desk lamp, with No. 325 lamp standard mounted on single black Carrara base with pencil groove. Size $7 \times 5\frac{1}{2} \times \frac{3}{4}$ ins. Without pen... \$20.00 |

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|-----|-------|---|
| No. | Code  |   |
| 41  | BOCAG | Jet Glass, size $5\frac{1}{2} \times 4\frac{1}{2}$ . List..... \$6.00 |



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|-----|-------|--|
| No. | Code  |  |
| 730 | ZYUBH | Marble, Single, Round, Rough Edge, size 4 in. diameter x $\frac{1}{2}$ in. thick. List..... \$3.00 |



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|-----|-------|--|
| No. | Code  |  |
| 831 | SBMOA | Single, Laminated base, Brazilian Onyx, Belgian Marble and African Onyx. Size $2\frac{1}{2} \times 3\frac{3}{8}$ ins. List..... \$5.00 |



- |     |       |  |
|-----|-------|--|
| No. | Code  |  |
| 10  | SABNA | Single, Radite, with pencil groove, size $3\frac{3}{4}$ square. List..... \$3.00 |

um finish  
enamel,  
th deer  
3 3/4.  
.....\$3.50  
g design.  
.....\$3.50

# THE RIGHT DESK PEN— FOR EVERY PURSE AND EVERY HANDWRITING STYLE

Fit Sheaffer Desk Sets with Sheaffer desk pens, for only a Sheaffer will make an air-seal for the point in the SAFETY SEAL socket. There is a Sheaffer desk pen for every purse and handwriting style, and Sheaffer's from \$3.00 to \$12.00 are the finest in each price class. The Lifetime Feathertouch is a pen of extreme satisfaction and durability. It balances perfectly in the hand. It fills full with merely one stroke of the lever and writes perfectly to the last drop. It has the famous FEATHERTOUCH point, with platinum covered fluid channel. In regular position it writes a medium line and turned over on the back, it writes a fine, or extra fine line for marginal notations, between-the-line corrections, etc.



The FEATHERTOUCH is supplied in the AUTOGRAPH pen, with a solid gold band on which the signature of the owner can be reproduced exactly as he signs it.

The Lifetime FEATHERTOUCH desk pen—perfect BALANCE, Instant Lever Filler and the famous FEATHERTOUCH two-way point.

No.	Code
74D	ZYUBL Black.
	Feather-touch...\$8.00
	Regular... 7.00

#### LIFETIME FEATHERTOUCH AUTOGRAPH

No.	Code
75D	BALDA Black..\$12.00

#### No. 5 FEATHERTOUCH

The peer of desk pens in its price class. It has perfect balance, sufficient capacity, SHEAFFER'S Instant Lever Filler and FEATHERTOUCH point with platinum covered channel.

No.	Code
5D	ZYUBS Black...\$5.00

#### No. 3 DESK PEN

Somewhat smaller than the \$5.00 pen, but has a sturdy, solid 14K gold point, capable of giving excellent service. It has perfect balance, and Sheaffer's Instant Lever Filler.

No.	Code
3D	ZYUBW Black...\$3.00

#### THE SHEAFFER DESK PENCIL

Rather than have two desk pens in a double desk set, many prefer a desk pen and a desk pencil. The Sheaffer desk pencil is designed to match the pen in every detail. It fits perfectly into the Sheaffer Desk Set socket and balances restfully in the hand.

No.	Code
SLD	ZYBUX .....\$5.00
Also supplied in the AUTOGRAPH model with solid gold band for reproducing owner's signature in facsimile: No. SLD5 Code BADLA.....\$10.00	

Chromium All-Metal Safety-Seal Sockets are standard equipment on Mexican Onyx bases. Other sets are equipped with banded black Safety-Seal Sockets.